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**SUPPLEMENTAL
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Reissue Application Number	09/577,798
Reissue Filing Date	May 24, 2000
First Named Inventor	Dwight Allen MERRIMAN
Group Art Unit	2166
Examiner Name	Harle, J.
Attorney Docket Number	11032/2144

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Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), date of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume(s) and number(s), publisher, city and/or country where published.
		"ONLINE MARKETING..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585
		David Zimman; http://www.focalink.com/dzimman/bio.html ; SD005586
		"Seeing A Gap..."; Ellis Booker; http://www.internetworld.com/print/1996/02/01/industry/ad-server.html ; February, 1996; SD005587
		"readme. 1st..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589
		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590
		"MEDIA DAILY SPECIAL..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598
		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601
		"Working the Web..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604
		"Web ad-management software..."; John Evan Frock; InternetWeek; March 18, 1996; SD005605-SD005607
		"Unraveling a tangled Web..."; Ken Siegmund; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610
		"Web Site Links..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613
		"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615

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	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617
	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619
	"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621
	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623
	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625
	"FOCALINK"; DC004278A
	"FocalLink Services"; FocalLink Media Services, Inc.; DC004278B-DC004278C
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX
	"Link Marketing"; handwritten page; MA0001
	"Link Marketing"; LinkMarket; MA0002-MA0007
	"LinkMarket"; David Zinnman et al.; MA0008-MA0027
	"Link Marketing, LLP"; MA0028-MA0029
	"Link Marketing LLP"; MA0030-MA0038
	"Escapes"; Web page; MA0039-MA0040
	"Industry Overview"; FocalLink Media Services, Inc.; MA0041-MA0053
	"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109

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Attorney Docket Number	11032/2144

"FOCALINK COMMUNICATIONS", February 1996; MA0110-MA0149

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U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document Number	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		5,027,400	Baji et al.	06-25-1991	
		5,283,731	Lalonde et al.	02-01-1994	
		5,448,625	Lederman	09-05-1995	
		5,568,612	Barrett et al.	10-22-1996	
		5,724,521	Dedrick	03-03-1998	
		5,768,521	Dedrick	06-16-1998	
		5,815,148	Tanaka	09-29-1998	
		5,848,397	Marsh et al.	12-08-1998	
		5,950,173	Perkowski	09-07-1999	
		5,956,024	Strickland et al.	09-21-1999	
		5,999,912	Wodarz et al.	12-07-1999	
		6,005,566	Jones et al.	12-21-1999	
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		6,006,252	Wolfe	12-21-1999	
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Examiner Initials *	Cite No. ¹	Foreign Patent Document Office ³	Number ⁴	Kind Code ⁵ (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	Ts
		EP	0 355 697	A3	Baji et al.	02-28-1990		
		EP	0 355 697	B1	Baji et al.	02-28-1990		
		WO (EP)	84/01382	A4	Weishaupt et al.	10-03-1984		
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		WO (EP)	95/16971	A4	Gifford	06-22-1995		
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		WO	97/41673	A2	Gerace	11-05-1997		
		WO	97/41673	A3	Gerace	11-05-1997		

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		Cashing in: The rush is on to buy and sell on the Internet, Interactive Media & Marketing, Adv. Age, p.11, 12/19/1994.
		Improved Internet security enabling..., PC Week, v12, n11, p1(2), 3/20/1995.
		Internet access: Internet marketing revolution, ..., EDGE Work-Group Computing Report, v7, n316, p2(1), 6/3/1996.
		"MediaLink: Bell Laboratories unveils sophisticated information insertion technology for broadcast and cable advertising," EDGE, v1, p43(1), 16 December 1996.
		"Infoseek Offers Web Advertisers Customized Delivery of Ads," Newsbytes, pNEW05270111, 27 May 1997.
		Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.
		Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.
		"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.

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